

AMENDMENTS TO THE CLAIMS

Claims 1-11 (Cancelled)

12. (Currently amended) A packaged treat-sized pet food product according to claim 1, comprising:
a manufactured food substrate; and
a combination of non-palatable, functional additives incorporated in the food substrate, including from 6 to 14 % by weight of finish product of vegetable charcoal, from 0.3 to 0.8 % by weight of finished product of salts of zinc and from 0.05 to 0.11 % by weight of finish product of Yucca Shidigera or Elata extract, wherein the functional additives include two or more additives selected from the group consisting of Yucca extract, vegetable charcoal and salts of zinc acetate, wherein said functional additives are present in amounts sufficient to reduce flatulence odour when the pet food product is provided to a pet animal on a regular, preferably daily basis, and wherein said food substrate is present in a proportion sufficient to mask the flavour and/or ordour of the non-palatable additives.

13. (Currently amended) TheA packaged pet food product according to claim 12, wherein the salts and zinc comprise zinc acetate, and wherein the functional additives are provided in the following amounts, by weight of finished product, the balance being made-up by the manufactured food substrate and other nutritional supplements:
0.06 % Yucca Shidigera or Elata extract—from about 0.05 to about 0.11%, preferably 0.06%;
6 % Vegetable charcoal—from about 6 to about 14%, preferably 6%; and
0.4 % zinc acetate—from about 0.3 to about 0.8%, preferably 0.4%.

14. (Currently amended) TheA packaged pet food product according to claim 312, wherein the food substrate includes dry ingredients comprising animal protein, carbohydrates and an anti-microbial agent, and at least one liquid ingredient in a predetermined ratio to the sum of the dry ingredients.
15. (Currently amended) TheA packaged pet food product according to claim 413, wherein the food substrate includes dry ingredients comprising animal protein, carbohydrates and an anti-microbial agent, and at least one liquid ingredient in a predetermined ratio to the sum of the dry ingredients.
16. (Currently amended) TheA packaged pet food product according to claim 14, wherein the animal protein constitutes from about 17% to 50% by weight of the dry ingredients.
17. (Currently amended) TheA packaged pet food product according to claim 16, wherein the animal protein is derived from beef, pork, mutton, poultry, fish or a combination of these.
18. (Currently amended) TheA packaged pet food product according to claim 17, wherein the animal protein includes gelatins.
19. (Currently amended) TheA packaged pet food product according to claim 14, wherein the carbohydrates include simple and complex carbohydrates wherein the complex carbohydrates include rice flour, and wherein the simple carbohydrates include glucose, glycerol and/or sugar.

20. (Currently amended) TheA packaged pet food product claim 14, wherein the antioxidant is rosemary extract.
21. (Currently amended) TheA packaged pet food product according to claim 14, wherein the water constitutes about 10 to about 20% by weight of the finished product.
22. (Currently amended) TheA packaged pet food product in accordance with claim 16, wherein the pet food product is in the form of a palatable, ‘treat’-sized, chewy tablet, including the following ingredients in proportions by weight of finished product:
 - gelatine – from about 3 to about 7%;
 - glucose – from about 2 to about 5%;
 - sugar – from about 2 to about 5%;
 - glycerol – from about 1 to about 4%;
 - potassium sorbate – from about 0.2 to about 0.5%;
 - rosemary extract – from about 0.01 to about 0.05%,
 - water – from about 10 to about 20%; and
 - the balance being composed of pulverised meat (approx 50%), cereal flour (approx 11%), sugar (approx 8%), glycerine (approx 9%), citric acid (approx 1%) and preservatives (approx 0.1%).
23. (Currently amended) TheA packaged pet food product according to claim 22, wherein the product is provided in the form of a biscuit or multi-piece biscuit that is easily divisible so as to facilitate administration to a pet animal of a desired amount of the product corresponding with a desired dosage of the functional additives.
24. (Currently amended) TheA packaged pet food product according to claim 22, wherein the product is provided in the form of a food bar, having substantially uniform

concentration of the functional additives throughout the length thereof, and wherein the food bar includes markings, etchings or the like for indicating where the food bar may be broken so as to provide the pet animal with a desired dosage of the functional additives.

25. (Currently amended) A process for manufacturing a palatable, treat-sized pet food product comprising a manufactured food substrate and a combination of non-palatable, functional additives incorporated in the food substrate, including from 6 to 14 % by weight of finish product of vegetable charcoal, from 0.3 to 0.8 % by weight of finished product of salts of zinc and from 0.05 to 0.11 % by weight of finish product of Yucca Shidigera or Elata extract, wherein the functional additives include two or more additives selected from the group consisting of Yucca extract, vegetable charcoal and salts of zinc acetate, and wherein said food substrate is present in a proportion sufficient to mask the flavour and/or ordour of the non-palatable additives according to claim 13 or 14, including comprising the steps of:

- mixing dry ingredients including animal protein, carbohydrates and an antimicrobial agent;
- heating the dry ingredient mixture to between 50 to 80° C, preferably about 60° C, for about 5 to 15 minutes, preferably about 10 minutes;
- adding the functional additives to the dry ingredient mixture, wherein the functional additives are present in amounts sufficient to reduce flatulence odour when the pet food product is provided to a pet animal on a regular, preferably daily basis;
- mixing the resultant mixture for about 5 minutes;
- heating, in a separate container liquid ingredients,

including water and an antioxidant, to between 60 to 85° C, preferably about 75 °C; adding the heated liquid ingredients to the resultant mixture to obtain a moistened mixture; heating the moistened mixture to between 60 to 80° C, preferably about 75° C, for about 5 minutes to obtain a processed mixture;

 substantially immediately after the heating step subjecting the processed mixture to a cooling step to achieve product temperature of between 40 to 60° C, preferably about 50° C; and

 moulding the cooled mixture by impression moulding or cutting techniques so as to form a packagable product of predetermined size, shape and weight.

26. (Currently amended) The process of claim 25(4), further including the step of making markings, etchings or the like on the packagable product so as to enable the product in use, to be easily broken into pieces of a particular size.
27. (New) The process of claim 25, wherein the processed mixture is subject to a cooling step to achieve product temperature of about 50° C.
28. (New) The process of claim 25, wherein the salts and zinc comprise zinc acetate, and wherein the functional additives are provided in the following amounts, by weight of finished product, the balance being made-up by the manufactured food substrate and other nutritional supplements:
0.06 % Yucca Shidigera or Elata extract;
6 % Vegetable charcoal; and
0.4 % zinc acetate.